Retail Merchandising and Management

Introduction

The Retail Merchandising and Management program is designed to prepare graduates for leadership roles in corporate, regional or store-level management positions in the retail industry and support areas. Students explore the functional areas of retailing, including marketing, promotions, human resources, accounting, buying, merchandising, sourcing and logistics. They also sharpen their skills in analytical reasoning, critical thinking, problem-solving, oral and written communications. A minor in Business Administration can also be earned within the program requirements. A highlight of the program is the senior-level retail practicum or co-op/internship in which students work in management-level positions in retailing. Numerous opportunities are available for travel and study abroad experiences to enhance the educational programming.

Graduates of this program are prepared for entry-level managerial positions in merchandise buying, planning and management; store management and operations; training; human resources and e-commerce. Although specific job titles vary by organization, graduates of the program have been recruited to fill such positions as business analyst, executive team lead, sourcing specialist, department manager, assistant store manager, manager trainee, assistant buyer, pricing analyst, unit development leader, retail operations manager and visual merchandising/space management planner.

General Requirements

Bachelor of Science Degree

Total for graduation	120 credits
General Education	40 credits
Major Studies	39-40 credits
Concentration	40-41 credits

Program Requirements

General Education

40 credits required

Communication Skills — 8 Credits

ENGL-101	Freshman English – Composition *or*	
ENGL-111	Freshman English – Honors I	3
ENGL-102	Freshman English – Reading and Related Writing *or*	
ENGL-112	Freshman English – Honors II	3
SPCOM-100	Fundamentals of Speech	2

Analytic Reasoning — 6 Credits

MATH-XXX	*Any approved mathematics*	4

Buying and Product Management concentration students should take:

MATH-123	Finite Mathematics with Applications	4

Store Operations Management concentration students should take one of the following:

MATH-120	Introduction to College Mathematics I	4
MATH-121	Introduction to College Mathematics II	4
MATH-123	Finite Mathematics with Applications	4

Remaining courses must be from areas of math, logic, statistics and computer science.

Health and Physical Education — 2 Credits

Courses must be from areas of health, physical education or nutrition.

Humanities and the Arts — 9 Credits

Courses must be from three or more areas including art history, creative arts, foreign language and culture, history, literature, music appreciation, performing arts and philosophy.

Social and Behavioral Sciences — 9 Credits

ECON-210	Principles of Economics I	3

Remaining courses must be from two or more areas including anthropology, geography, political science, psychology and sociology.

Natural Sciences (with Lab) — 4 Credits

Technology — 2 Credits

Professional Studies

39 - 40 credits required

Students must complete 500 hours of approved and verified retail work experience (with a minimum of 250 hours with any one company) before completing the senior year.

BURTL-105	Introduction to Retail Merchandising and Management	1
BUACT-206	Introduction to Financial Accounting	3
BUMGT-304	Principles of Management	3
BUMKG-330	Principles of Marketing	3
BUMKG-385	Target Marketing	3
BUMKG-438	Logistics	3
BURTL-127	Basic Merchandising	3
BURTL-329	Retail Promotions	3
BURTL-390	Merchandise Planning and Control	4
BURTL-425	Current Retail Strategies	2
ECON-215	Principles of Economics II	3
PSYC-370	Interpersonal Effectiveness Training	2

Select one of the following (3 credits):

ENGL-320	Business Writing	3
ENGL-415	Technical Writing	3

Senior Capstone Selective (3-4 credits)

Select both Practicum courses or the Co-op Experience.

BURTL-4XX	Retail Practicum I *and*	
BURTL-4XX	Retail Practicum II	4
BURTL-449	Cooperative Education Experience	3-4

Concentrations

40-41 credits required

Buying and Product Management — 40-41 credits

APRL-140	Textiles	3
APRL-202	Quality Analysis of Sewn Products	3
BUACT-207	Managerial Accounting	3
BUMIS-333	Management Information Systems	3
BUINB-260	Introduction to International Business	3
BURTL-212	Trend Forecasting	3
BURTL-395	Assortment Planning	3
BURTL-490	Advanced Merchandise Plan Control	3

Select one of the following (3 credits):

BURTL-327	Store Management	3
INMGT-400	Organizational Leadership	3
PSYC-382	Human Resource Management	3

Select one of the following (3 credits):

ENGL-247	Critical Writing	3
LOG-250	Critical Thinking	3
LOG-301	Introduction to Logical Thinking	3

Select one of the following (3 credits):

BURTL-319	International Economic Trends in Textiles and Clothing	3
BUMKG-337	Purchasing and Supply Chain Management	3
INMGT-305	Resource Planning and Materials Management	3

Optional Experience/Opportunities *(by application only)*

APRL-449	Retail Cooperative Education Experience	3-6
BURTL-477	Study Abroad – American Fashion College in London	16
BURTL-419	National Study Tour to Fashion Industries	1

Electives *(7-8 credits)*

Fashion Marketing — 40-41 credits

APRL-140	Textiles	3
APRL-202	Quality Analysis of Sewn Products	3
BURTL-212	Trend Tracking and Forecasting	3
BURTL-327	Store Management	3
BURTL-229	Visual Merchandising	3
BURTL-417	Social and Psychological Aspects of Clothing	3
PSYC-382	Human Resource Management	3

Select one of the following (3 credits):

BUINB-260	Introduction to International Business	3
BURTL-319	International Economic Trends in Textiles and Clothing	3
BUINB-367	International Management	3
BUINB-485	International Marketing	3

Select one of the following (2-4 credits):

SPAN-121	Practical Spanish I	2
SPAN-122	Practical Spanish II	2
SPAN-103	Elementary Spanish I	4
SPAN-104	Elementary Spanish II	4

Select one of the following (2-3 credits):

SPCOM-312	Intercultural Communications	2
PSYC-340	Psychology of Individual and Group Differences	3
INMGT-415	Women and Minorities in Management	2
PSYC-372	Psychology of Sex and Gender	3
SOC-275	Sociology of Gender Roles	3
SOC-375	Sociology of Minority Groups	3

Select from the following (2-3 credits):

TRHRD-360	Training Systems in Business and Industry	3
INMGT-400	Organizational Leadership	3
INMGT-430	Employee Involvement Work Teams	2
INMGT-416	People Process Culture	3
MSL-101	Foundations of Officership	1
MSL-102	Basic Leadership	1

Optional Experience/Opportunities *(by application only)*

APRL-449	Retail Cooperative Education Experience	3-6
BURTL-477	Study Abroad – American Fashion College in London	16
BURTL-419	National Study Tour to Fashion Industries	1

Electives *(6-11 credits)*

BUACT-207 Introduction to Corporate and Managerial Accounting is suggested as an elective to complete requirements for a minor in Business Administration.

Human Resource Management — 40-41 credits

BUINB-367	International Management	3
BURTL-327	Store Management	3
INMGT-400	Organizational Leadership	3
PSYC-379	Public Relations	2
PSYC-382	Human Resource Management	3
PSYC-403	Employee Reward Systems	3
PSYC-485	Recruitment and Selection of Human Resources	3
SPCOM-414	Interviewing	1
TRHRD-360	Training Systems in Business and Industry	3

Select one of the following (2-4 credits):

SPAN-121	Practical Spanish I	2
SPAN-122	Practical Spanish II	2
SPAN-103	Elementary Spanish I	4
SPAN-104	Elementary Spanish II	4

Select one of the following (2-3 credits):

SPCOM-312	Intercultural Communications	2
PSYC-340	Psychology of Individual and Group Differences	3
INMGT-415	Women and Minorities in Management	2
PSYC-372	Psychology of Sex and Gender	3
SOC-275	Sociology of Gender Roles	3
SOC-375	Sociology of Minority Groups	3

Select from the following (2-3 credits):

INMGT-430	Employee Involvement Work Teams	2
INMGT-416	People Process Culture	3
MSL-101	Foundations of Officership	1
MSL-102	Basic Leadership	1

Optional Experience/Opportunities *(by application only)*

APRL-449	Retail Cooperative Education Experience	3-6
BURTL-477	Study Abroad - American Fashion College in London	16
BURTL-419	National Study Tour to Fashion Industries	1

Electives *(8-11 credits)*

BUACT-207 Introduction to Corporate and Managerial Accounting is suggested as an elective to complete the requirements for a minor in Business Administration.

Store Operations Management — 40-41 credits

BUACT-207	Managerial Accounting	3
BURTL-229	Visual Merchandising	3
BUMIS-333	Management Information Systems	3
PSYC-382	Human Resource Management	3
BURTL-327	Store Management	3
SPCOM-414	Interviewing	1
INMGT-400	Organizational Leadership	3

Select one of the following (3 credits):

BUINB-260	Introduction to International Business	3
BUINB-367	International Management	3
BUING-485	International Marketing	3

Select one of the following (2-4 credits):

SPAN-121	Practical Spanish I	2
SPAN-122	Practical Spanish II	2
SPAN-103	Elementary Spanish I	4
SPAN-104	Elementary Spanish II	4

Select one of the following (2-3 credits):

SPCOM-312	Intercultural Communications	2
PSYC-340	Psychology of Individual and Group Differences	3
INMGT-415	Women and Minorities in Management	2
PSYC-372	Psychology of Sex and Gender	3
SOC-275	Sociology of Gender Roles	3
SOC-375	Sociology of Minority Groups	3

Select from the following (2-3 credits):

TRHRD-360	Training Systems in Business and Industry	3
INMGT-430	Employee Involvement Work Teams	2
INMGT-416	People Process Culture	3
MSL-101	Foundations of Officership	1
MSL-102	Basic Leadership	1

Select one of the following (3 credits):

LOG-250	Critical Thinking	3
ENGL-247	Critical Writing	3
LOG-301	Introduction to Logical Thinking	3

Optional Experience/Opportunities *(by application only)*

APRL-449	Retail Cooperative Education Experience	3-6
BURTL-477	Study Abroad – American Fashion College in London	16
BURTL-419	National Study Tour to Fashion Industries	1

Electives *(7-10 credits)*